

## Sample Description

The Mid-America Regional Council (MARC) Solid Waste Management District serves as the regional solid waste planning agency for local governments in Cass, Clay, Jackson, Platte and Ray Counties. The Solid Waste Management District works in cooperation with Kansas-side governments in the Kansas City area. The district and its partners encourage the development of local and regional waste reduction, reuse and recycling programs.

During fall 2008, the MARC Solid Waste Management District, in partnership with Johnson, Leavenworth, Miami and Wyandotte Counties, conducted a survey of residents in the nine-county metropolitan area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The purpose for the study was to compare changes in citizens' values, behavior and awareness since the 2005 study and to assess citizens' desire for solid waste services.

The goal was to obtain large enough samples from each of the five Missouri counties so that some individual analyses could be done as well as some comparison to the Kansas-side counties as a whole. Johnson and Miami Counties contributed additional funds so that each county's samples would be large enough for a similar individual county-level report. The decision was made to use a stratified sample with random sampling by county. The goal was to obtain 905 completed surveys. Leavenworth and Wyandotte Counties were represented in the overall weighted sample, but individual reports were not prepared because the sample size of less than 70 respondents was not statistically valid. A random sample of 70 has a confidence level of 90% with a precision of +/-10%. A random sample of 100 has a confidence level of 95% with a precision of +/-10%, while a random sample of 175 has a confidence level of 95% with a precision of +/-7.5%. The final goals by county were 175 each for Jackson County and Johnson (KS) County; 120 for Clay County, 90 each for Cass County and Platte County, 75 each for Miami County and Ray County, 55 for Wyandotte County; and 50 for Leavenworth County..

The final number obtained was 978, which gives an overall confidence level of 95% with a precision of +/- 3.3%. The final distribution was 197 for Jackson County, 175 for Johnson County, 137 for Clay County, 102 for Platte County, 95 for Cass County, 85 for Miami County, 76 for Ray County 60 for Wyandotte County and 51 for Leavenworth County.

The key results are available by county for the seven counties with at least 70 respondents. In addition, the data were analyzed for the four Kansas Counties, referred to as the Kansas Aggregate, so that a follow-up comparison could be made between the individual Missouri counties and the Kansas side as a whole. The sample for the Kansas Aggregate was 271. The data were also processed for three geographic city sizes: urban, suburban and small city/rural..

The results presented in this tabular summary have been weighted to represent each county's share of the nine-county population. The weighted results are similar to the overall unweighted results. The weighted results give more weight to the responses of Jackson and Johnson County responses and similarly give less weight to the responses of smaller counties such as Ray County.

*This project was funded in part by the Missouri Department of Natural Resources, Johnson County, Kansas, and Miami County, Kansas.*